

9 EHR Messaging Advantages for Engaging HCPs & Patients



INTRODUCTION

EHRs, or Electronic Health Records, are more than just digital versions of a patient's paper chart. They're a real-time, patient-centered tool, packed with valuable data that can revolutionize the way pharma engages with healthcare providers and patients.

But how exactly can manufacturers make use of EHRs for drug brand messaging? We've compiled 9 effective strategies to help you identify opportunities and build stronger relationships with prescribers and patients alike. This is crucial in today's digital age where personalized healthcare and patient engagement are key to raising awareness to increase your bottom line. So, buckle up and let's dive in!



1 Direct Contact and Communication

- Pharmaceutical manufacturers can use EHR systems to establish more direct contact with healthcare providers (HCPs), enabling them to communicate relevant information about their product/medication.
- EHRs offer a channel for drug companies to share educational materials, clinical trial updates, and important safety information with HCPs.



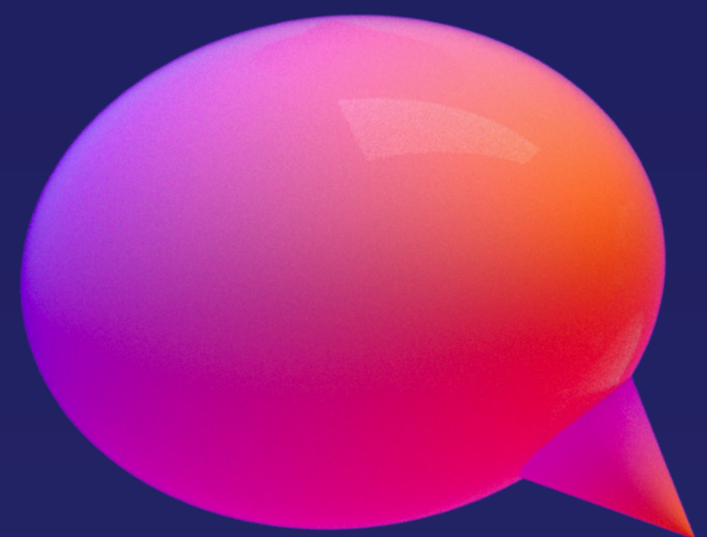
2 Point-of-Care Marketing

- EHRs provide a platform for point-of-care marketing, where pharmaceutical manufacturers can display targeted messaging to HCPs while they are reviewing patient records and making treatment decisions on a channel they use every day.
- These brand messages can highlight the benefits, efficacy, and safety profiles of specific prescription drugs, aiming to support prescribing decisions.



3 Tailored Messaging for HCPs

- EHRs allow pharmaceutical manufacturers to customize their messages based on the specific needs and interests of healthcare providers.
- Manufacturers can deliver relevant content to HCPs, such as clinical trial data, dosing information, patient support resources, and cost-saving programs.



4 Patient Demographics and Targeting

- EHRs provide insights into patient demographics and medical conditions, enabling pharmaceutical manufacturers to identify target patient populations for their prescription drugs.
- Manufacturers can create targeted campaigns and educational materials to raise awareness among patients who may benefit from their medications.



5 Promotion of Copay Assistance Programs

- Pharmaceutical manufacturers can use EHR systems to promote copay assistance programs and financial support options for patients who require prescription drugs but may face affordability challenges.
- This helps ensure patients have access to needed medications and fosters positive relationships between manufacturers and patients.

6 Clinical Decision Support Integration

- Manufacturers can work with EHR providers to integrate clinical decision support tools that offer HCPs relevant information about prescription drugs at the point of care.
- These tools can include drug interactions, formulary coverage, prior authorization requirements, and patient-specific considerations.



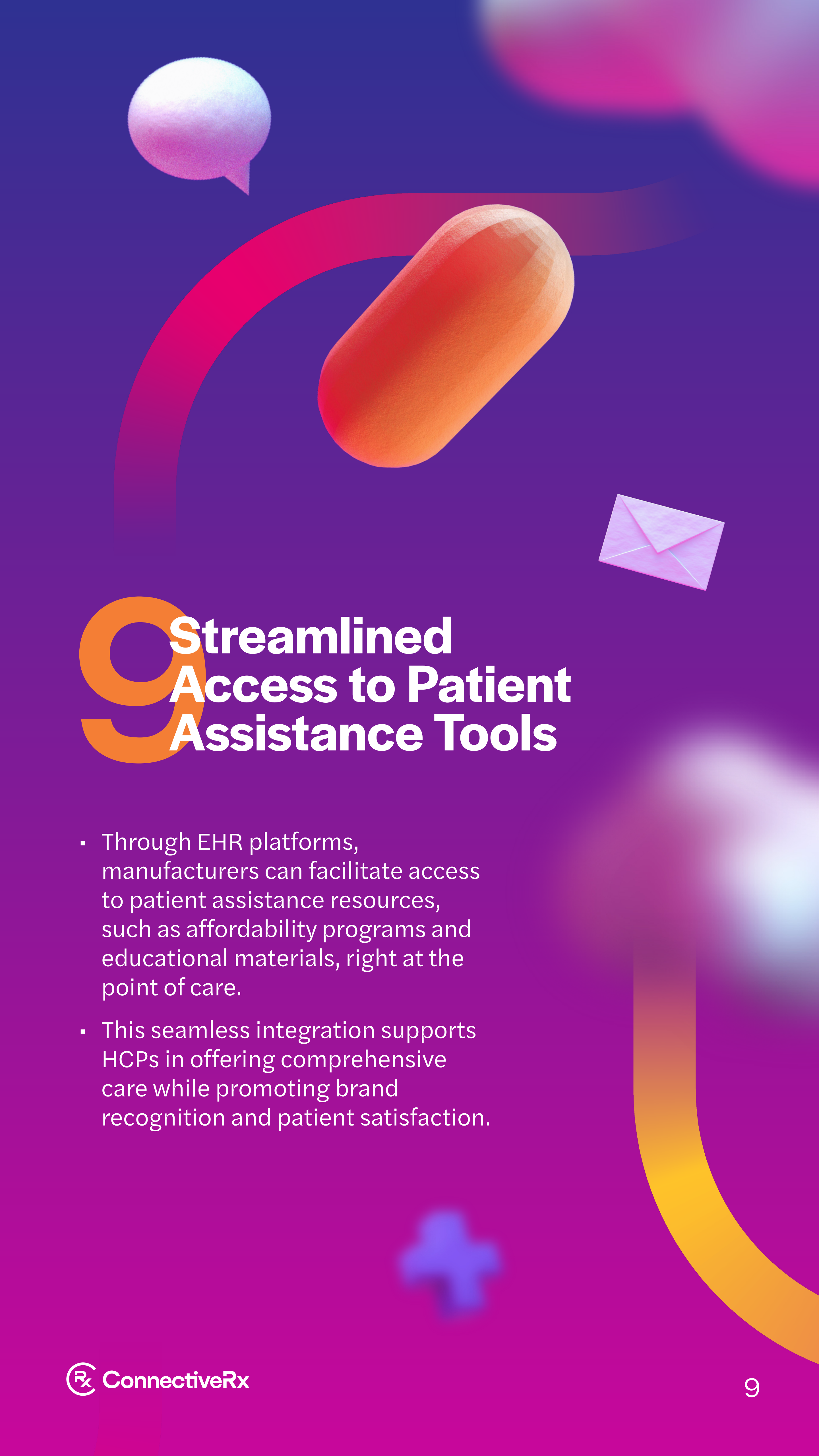
Enhanced Patient Adherence Support

- EHR systems enable pharmaceutical manufacturers to share resources with HCPs that support patient medication adherence, such as reminders, educational tools, and pharmacy coordination.
- By integrating adherence support directly into the workflow, manufacturers help improve patient outcomes and foster trust between patients, providers, and brands.

8 Data-Driven Insights for Campaign Optimization

- EHRs provide access to aggregated, anonymized data that pharmaceutical manufacturers can use to evaluate the effectiveness of their messaging and campaigns.
- These insights allow brands to refine their strategies, ensuring messages reach the right audience with improved relevance and impact.





Streamlined Access to Patient Assistance Tools

- Through EHR platforms, manufacturers can facilitate access to patient assistance resources, such as affordability programs and educational materials, right at the point of care.
- This seamless integration supports HCPs in offering comprehensive care while promoting brand recognition and patient satisfaction.

Get EHR messaging results with ConnectiveRx

Leveraging the power of EHRs presents pharmaceutical companies with an incredible opportunity to connect with HCPs and patients on a meaningful level. At ConnectiveRx, we hold a significant position in the EHR landscape, boasting one of the largest networks in the U.S. We can connect with more than 83% of the top prescribers, translating to over 158+ million patients.

Even more powerful are the analytic capabilities that allow us to filter this vast audience and identify the most relevant patients for your brand. By harnessing the power of EHRs and our extensive network, we help you build stronger, more effective relationships with providers and patients alike.

Connect with one of our experts today and take the first step toward making a real difference.

[Talk to an Expert](#)

